

App. No. 10/084,258
Amendment Dated October 18, 2006
Reply to Office Action of April 18, 2006

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REMARKS/ARGUMENTS

Claims 1-22 are pending. Claims 1, 10, 16, and 22 are independent claims. Claims 1, 3, 5, 8-11, 16-17 and 21-22 were rejected by the Office Action under 35 U.S.C. 103(a) as being unpatentable over Crow et al. (US 6262724) (hereinafter "Crow") and further in view of Modeste et al. (US 5852800) (hereinafter "Modeste"). Claims 1, 2, 10, 11, 16 and 22 have been amended. No new matter has been added.

Claim Objections

Claim 11 has been amended to correct the term "modulated data signal" to be "computer-readable medium."

Claim Rejections

Claims 1, 3, 5, 8-11, 16-17 and 21-22 were rejected by the Office Action under 35 U.S.C. 103(a) as being unpatentable over Crow and further in view of Modeste. In order to further the prosecution of this matter, the Applicants have amended the independent claims to more clearly define the invention.

As amended, Claim 1 recites in part "determining when the rich media presentation has been cached at a network location; and when the rich media presentation has been cached providing the rich media presentation from a cached location; otherwise when the rich media presentation has not been cached, generating the rich media presentation." The other independent claims have been similarly amended.

In contrast, the cited references do not teach determining when the customized rich media presentations have been cached before generating the rich media presentation.

Claim 2 has been further amended to indicate that the small amount of code consists of a single line of code. The Office Action argues that it is well known in the art to use include statements. A difference, however, is that the use of include statements generally includes

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having to use a variety of different include statements depending on the device. Additionally, if an include statement changes, then all of the files using those include statements have to be updated.

Conclusion

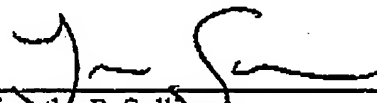
In view of the foregoing amendments and remarks, all pending claims are believed to be allowable and the application is in condition for allowance. Therefore, a Notice of Allowance is respectfully requested. Should the Examiner have any further issues regarding this application, the Examiner is requested to contact the undersigned attorney for the applicant at the telephone number provided below.

Respectfully submitted,

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